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I hereby certify that this correspondence is being electronically transmitted to the United States Patent and Trademark Office, Commissioner for Patents, via the EFS pursuant to 37 CFR §1.8 on the below date:

Date: January 19, 2010 Name: Scott A. Timmerman Signature: /Scott A. Timmerman/

**BRINKS
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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Appln of: Elliot Yasnovsky et al.

U.S. Patent Application Serial

No.: 10/700,837

Filed: November 3, 2003

For: SELF-SERVICE PLATFORM FOR SELLING ADVERTISING

Attorney Docket No.: 12729/38 (Y00239US01)

Examiner: Namrata Boveja

Group Art Unit: 3622

Confirmation No.: 5781

TRANSMITTAL

Mail Stop Amendment
Commissioner for Patents
PO Box 1450
Alexandria, VA 22313-1450

Sir:

Attached is/are:

☒ Amendment and Remarks

Fee calculation:

☐ No additional fee is required.

☐ Small Entity.

☒ An extension fee in an amount of \$130.00 for a one (1)-month extension of time under 37 CFR § 1.136(a).

☐ A petition or processing fee in an amount of \$_____ under 37 CFR § 1.17(_____).

☐ An additional filing fee has been calculated as shown below:

					Small Entity			Not a Small Entity		
	Claims Remaining After Amendment		Highest No. Previously Paid For	Present Extra	Rate	Add'l Fee	OR	Rate	Add'l Fee	
Total	39	Minus	46	0	x \$26=			x \$52=		
Indep.	2	Minus	3		x \$110=			x \$220=		
First Presentation of Multiple Dep. Claim					+\$195=			+\$390=		
					Total	\$		Total	\$	

Fee payment:

☒ Please charge Deposit Account No. 23-1925 in the amount of \$130.00 for a One-Month Extension.

☐ Payment by credit card in the amount of \$_____ (Form PTO-2038 is attached).

☒ The Director is hereby authorized to charge payment of any additional filing fees required under 37 CFR § 1.16 and any patent application processing fees under 37 CFR § 1.17 associated with this paper (including any extension fee required to ensure that this paper is timely filed), or to credit any overpayment, to Deposit Account No. 23-1925.

Respectfully submitted,

January 19, 2010

Date

/Scott A. Timmerman/

Scott A. Timmerman (Reg. No. 55,678)